

October 28, 2004

FCC COMMENT FILING

We are a small market television station that is very focused on serving our community. Some of the ways are listed as follows:

LOCAL NEWS INVESTMENT

11 Hours per week/22 broadcasts.

Community ascertainments are utilized each and every week in producing stories.

Website postings are constant seven days a week.

"Commentary" on local issues produced 2 per week/aired 4 times.

PUBLIC AFFAIRS

We provide 1 hour "Town Hall" specials from time to time that address community issues and politics. Recently we broadcast a live debate between our 2 state gubernatorial candidates (the only one in eastern Washington), as well as one or two county commissioner races that are hotly contested. In addition, we produce on a regular basis (one per month) one hour specials that have covered such topics as our Hispanic community, our Native American community (2), Crisis in Health Care, Ag community changes and Historical perspectives.

SELECTING PROGRAMMING

While we carry almost all of CBS programming, we have from time to time pre-empted them due to content (Victoria's Secret) and for religious specials (Billy Graham).

EMERGENCY PROGRAMMING

Due to our involvement in the Washington State Broadcasting Association, we were directly involved in establishing "Amber Alert" criteria in Washington State and have broadcast one such alert thus far. Other local news events of emergency nature, such as weather, are broadcast when needed over and above regular newscasts. We have the very latest in forecasting equipment, as well as state of the art ENG gear.

POLITICAL

As stated above, we produce debates/forums as needed, as well as we are now airing 3 minutes per day on individual candidates in our 5pm Newscast. This covers from U.S. Senate to local County Commissioner races.

CIVIC, CULTURAL & COMMUNITY PROGRAMMING

We are very active in assisting local non-profits and have been directly involved with over sixty different groups - from fund raising events, to general informational PSA's, as well as being involved directly by serving on a number of their boards. Our news department regularly carries "Consumer Report"

stories as well as other produced stories on health advances, safety issues and community needs. We are well recognized in our community as being a leader in serving the public.

Ken Messer
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